MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BBT3014 – BUSINESS RESEARCH METHODS

(All sections / Groups)

11 OCTOBER 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 2 Sections only.

2. Section A : **One (1)** Case Study (Attempt **ALL** questions).
3. Section B : **Three (3)** Structure Questions (Attempt **ALL** questions). The distribution of the marks for each question is given.

4. Please write all your answers in the Answer Booklet provided.

SECTION A (Answer ALL questions)

QUESTION 1

Ethan, a postgraduate student, conducted a study focusing on benefits (BE), trust (TR), service quality (SQ), ease of use (EOU) and security (SEC) on consumers' perception towards e-banking in Malaysia. He collected the data through online survey and analyzed the data by using SPSS.

a) Construct a research framework for Ethan's study and develop the relevant hypotheses.

(11 marks)

b) Validity is critical to improve the quality of a research. Propose to Ethan how to achieve them in this survey.

(10 marks)

c) If Ethan decides to conduct the study specifically on older generation, and intends to uses referrals to send his questionnaires. Identify and point out the sampling method that will be used by Ethan for his study. What is the main advantage of this sampling method?

(5 marks)

d) The following are the results of the multiple regression analysis Ethan conducted.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.582	0.564	0.531	0.326

ANOVA

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	56.827	5	18.765	45.153	0.000
	Residual	30.173	14	0.298		
	Total	87712.000	19			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.161	0.235		0.701	0.485
	BE	0.541	0.057	0.537	9.324	0.001
	TR	0.163	0.053	0.161	2.818	0.031
	SQ	0.106	0.051	0.104	2.089	0.045
	EOU	0.189	0.060	0.171	3.094	0.002
	SEC	0.110	0.042	0.108	2.730	0.040

Continued...

i) Interpret the coefficient of multiple determinations, R^2.

(4 marks)

ii) At the 5% significance level, determine if the model is useful for predicting consumers' perception towards e-banking.

(3 marks)

iii) Which factor is the weakest predictor for consumers' perception towards e-banking? Explain your answer.

(3 marks)

iv) Determine the multiple regression equation for the data.

(4 marks)

(Total: 40 marks)

SECTION B (Answer ALL questions)

QUESTION 2

a) Following is an abstract from an article published in Journal of Cleaner Production by Antonini and Bosch (2017).

This paper addresses the need of finding new ways of measuring the environmental and economic consequences of farming. The aim of this study is to inquire into the impacts that excessive intensification has on productivity and environmental costs in the long term and additionally, to explore empirically the trend of these two indicators over time. The contribution of this paper to knowledge is to perform an empirical study of the trends of productivity and environmental costs of farming in the long-term. To this end, this paper performs analysis of productivity and environmental costs on a farm. Data obtained from World Bank database for 44 European countries over the 1989–2009 period. The statistical models proposed take (i) farm output per hectare as indicator of productivity, and (ii) expenditures on energy, pesticides and fertilisers per hectare as proxy indicators of environmental costs. Results provide empirical evidence that the European regions under study have a negative trend of productivity and a positive trend of environmental costs over the time frame mentioned.

i) Research can be categorized as quantitative or qualitative research. Based on the above abstract, determine which type does the research belong to and provide the reason.

(3 Marks)

ii) Based on the above research which data collection technique has been used by the authors.

(3 marks)

Continued...

b) Webster and Sell (2007) has concluded that the greatest benefits of experiments reside in the fact that they are artificial. Observations in experiments are designed and created by investigators rather than one that occurs in nature. A major part of experimental research is random assignment. Outline your understanding of random assignment.

(10 Marks)

c) Determine the significance of theory in a deductive study.

(4 Marks)

(Total: 20 marks)

QUESTION 3

a) The survey is the most widely used social science data gathering technique. In conducting survey research, ethics should be emphasized. Assuming you are going to carry out a survey, point out any **THREE (3)** of the ethical issues necessary in a survey.

(12 Marks)

b) Richard, a research scholar, is conducting research on stress among young patients. Suggest to Richard any **FOUR (4)** research ethics using the Nuremberg Code that he should ensure in his research activities.

(8 Marks)

(Total: 20 marks)

QUESTION 4

a) Focus group is a method of obtaining data through qualitative method. In accessing the nature of the data collected, describe the usefulness of the data as well as the limitation.

(8 marks)

b) Research can be conducted either using the qualitative method or quantitative method. Similarly, in analysis there are differences among the two methods. In comparing the two methods, specify any **THREE (3)** differences between them.

(12 marks)

(Total: 20 marks)

End of Page